

Station	WPMY-TV PITTSBURGH, PA	Agency	( ) MUNDY KATOWITZ MEDIA	Rep Firm	
Advertiser	( ) POLITICAL ISSUE GROU		1322 G ST SE	Sales Office ( )	WASHINGTON
Product	PRIORITIES USA ACTIO		WASHINGTON, DC 20003	Salesperson ( )	KATHRYN SARDINSKY
Estimate#	1518	Agency C/P1/P2/E	321/340/1518		
Buyer	CASEY BESSETTE	Flight Dates	08/01/2012 - 08/06/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

PRIORITIES USA ACTION \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	08/01-08/06	3P-4P	JUDGE ALEX	:30	\$60.00	W-F,M	5	1	5	\$300.00
2	08/06-08/06	8P-9P	LAW & ORDER	:30	\$250.00	M	1	1	1	\$250.00
3	08/02-08/02	8P-9P	WITHOUT A TRACE	:30	\$150.00	TH	1	1	1	\$150.00
4	08/04-08/04	10P-11P	FUTURAMA	:30	\$50.00	SA	1	1	1	\$50.00
5	08/04-08/04	10P-11P		:30	\$50.00	SA	1	1	1	\$50.00
6	08/05-08/05	8P-9P	OLD CHRISTINE	:30	\$75.00	SU	1	1	1	\$75.00

---REPORT TOTALS---

Report Totals: 10 / \$875.00

---SALES MONTHLY TOTALS---

Aug 12: 10 / \$875.00  
Sales Totals: 10 / \$875.00  
Station Totals: 10 / \$875.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---											
Market Totals		\$43,750		CABL	0%	KDKA	27%	UNKN	2%	WNPA	0%
				WPMY	2%	WPXI	33%	WTAE	27%	WPGH	9%

Books	null
Demos	RA35+